



**F**ull economic participation by all our citizens is key to the success of New Orleans. Since taking office, I have put in key reforms to help our local businesses grow and create jobs. As such we have made great strides in moving our city forward. We have and continue to see both private and public investment in our city, with companies like GE and Costco bringing quality jobs.

Through JOB1, we are working to create a pipeline of qualified workers who meet the workforce needs of local and national employers. It is my commitment to provide a strong economy that provides family-sustainable careers for all our residents.

Over the last two years JOB1 has assisted 3600 new job seekers with employment and training services and placed over 1200 in employment. We have engaged over 500 youth in year-round education and employment activities and last summer, we doubled the number of youth enrolled in the NOLA Youth Works Summer Employment Program.

Over the next few years we will see billions of dollars and thousands of jobs come to New Orleans. It is my administration's commitment to our citizens that we will provide them with every resource and tool to ensure that they are qualified to secure the jobs and set them on the pathway to prosperity.

*Mayor Mitch Landrieu*



## JOB1 and Partners Use National Emergency Grant to Put People to Work

**A**s a result of Hurricane Isaac, the City of New Orleans was awarded a National Emergency Grant. The grant financed the temporary employment of New Orleans residents to assist with cleanup efforts. Forty residents, including 24 adults and 16 youths, were hired for up to six months. Recruitment focused specifically on ex-offenders and older court-involved youth.

Administrators say it also provides an opportunity for them to gain valuable experience and earn a paycheck while transitioning into long-term employment and training. JOB1 partnered with the Department of Parks and Parkways and the New Orleans Recreation Development Commission to facilitate the grant. Special thanks to Total Community Action for providing safety training to youth enrolled in the program.



CITY OF NEW ORLEANS  
Mitchell J. Landrieu, Mayor

## JOB1 Introduces ResCare Workforce Services

*New Provider a Leader in Managing Workforce Programs*

**J**OB1 is raising the bar with new contractor, ResCare Workforce Services (RWS). On August 1, 2012, RWS became the operator of the JOB1 Business and Career Solutions Center, responsible for the administration of all programs and services funded through Workforce Investment Act (WIA) formula funds. RWS is part of ResCare, Inc., a leading provider of home care, youth, and residential services

for more than 35 years. RWS serves over 3.6 million customers annually through programs like Temporary Assistance for Needy Families (TANF), the Supplemental Nutrition Assistance Program (SNAP) or through the WIA. The New Orleans Workforce Investment Board is excited to partner with ResCare and thrilled to raise the bar for our business partners in the form of expanded workforce development programs and services.

# Job Seekers Spotlight



In this inaugural issue of *Raising the Bar* we put our service spotlight on the JOB1 process. Every job search is different, but the components of every job search are always the same. So, what happens when you walk through our doors?

The first thing we do is assign you your own professional—a trained counselor to assist you. We start by identifying and assessing your skills—what you know. Then, we assess your situation—what you need. If it's help with your resume, or doing better at interviews, we can handle it. Maybe you need workforce development training, or maybe you just need to use our computer lab, office equipment and software. We have that, too. And when you're ready, we put technology to work by adding you to the largest and most up to date database of employers looking for qualified workers just like you. And we don't stop there. We design customized on-the-job training if you need it, and we pay your employer to train you. And best of all, there is no charge to you or the employer.

## JUMA Ventures



This quarter, JOB1's Youth Work Center (YWC) partnered with JUMA Ventures, an organization from San Francisco, CA that supports post-secondary education through

work opportunities, to offer local high school students the opportunity to earn money during the school year. They will be employed as concession workers for New Orleans Saints and New Orleans Hornets sporting events.

As a JUMA participant, each student is required to reserve a portion of their earnings for college expenses. YWC will support the initiative by recruiting students, and providing academic remediation (tutoring/study skills, ACT prep, educational counseling, etc.) to enrolled participants. To date, YWC has hosted four informational sessions identifying approximately 220 youth interested in the program. Approximately 75 youth will be hired.

## Louisiana Job Ready Initiative

JOB1 staff has received training in preparation for the implementation of the Louisiana Job Ready Initiative. This is a statewide effort to provide a more accurate assessment and remediation of academic and soft skills of job seekers through the use of online courses. A major goal of the initiative is to develop a statewide databank of skilled workers in demand occupations that can be referred to employer partners. Funding for this initiative is being provided by the Louisiana Workforce Commission.

## On-Site Recruitment Events

### Security Industry Specialist

December 3–21, 9:00 am – 4:00 pm\*

### Employer Lunch-N-Learn

December 5, 12 noon – 12:45 pm

### Ritz Carlton

December 10, 9:00 am – 2:00 pm

### Palace Café

December 11, 11:00 am – 1:00 pm\*

### CSX

December 12, 8:30 am – 12 noon\*

All job fairs are open to JOB1 members. To become a member please register at the JOB1 Business and Career Solutions Center.

\*You must have been pre-screened to attend.



# Job Seekers Spotlight



## From Ex-Offender to Contender!

Darrell came to JOB1 as a participant in the AmeriCorp Ex-Offender Reentry Program. He was working on his Bachelor's Degree in Social Work, and initially assisted staff with customer flow in the Universal Access area. He was a valuable asset, and his easy manner made customers comfortable coming to him for help. Darrell was asked to stay on under JOB1's Internship Program. He demonstrated an excellent work ethic and became knowledgeable about our programs. He conducted a workshop for the LWC Re-employment Program, and he participated in the LaCore Ex-Offender Job Fair as an assistant. He was interviewed and featured in an article in *The New York Times*. Darrell's criminal record was expunged and he received official notification that he was no longer considered an offender. When our office reorganized, Darrell's advisor suggested that he apply for an open position with new provider, ResCare Workforce Services. He did, and he was hired on August 1, 2012 and is now a permanent member of the JOB1/ResCare Team.

## Intern's Career Takes Off

At Propeller we recently decided to hire a Marketing Intern for a three month period, so we contacted JOB1. They introduced us to Julia. She came with strong writing skills, but no specific experience in marketing and media relations—things like drafting press releases, newsletters and web copy; or pitching reporters and managing press conferences. During her internship, however, Julia proved herself. She developed a number of important skills in a short time; so much so, that we are transitioning her to a full-time position as a Marketing and Programs Associate. We couldn't be happier with the JOB1 program. Julia's internship showed me that she could do the job. I probably would not have hired her for a full-time position without having that opportunity.

*Andrea Chen is Executive Director at Propeller: A Force for Social Innovation. Propeller is a non-profit that helps launch ventures to address systemic social issues facing New Orleans.*

## The Real Deal

Devonica relocated to New Orleans after living in Texas for a number of years because of Hurricane Katrina. She came to JOB1 and was approved for the Internship Program under Urban and Rural funding. She worked at the JOB1 Center assisting staff with customer flow and in Re-employment Orientation with Emergency Unemployment recipients. Devonica demonstrated professionalism at all times. While working at the Center, Devonica continued her job search, eventually applying for a position with Ochsner Medical Center. She had a successful interview and was notified that she was hired. On September 4, 2012 Devonica began her new job as a Revenue Cycle Clerk making \$30,000 a year.

# Business Speaks



## Harrah's Casino New Orleans

Harrah's Casino held an in-house recruitment event for culinary positions at JOB1's Tulane Avenue location. Twenty-two people attended and thirteen have been offered employment.

## 7up Snapple Group

Representatives Seanna Harris, Dan Noel and David Purple from the 7up Snapple Group hosted a recruiting event at our Tulane Avenue location. Twenty-four candidates were interviewed for Delivery/Driver positions. Six were offered employment. Company reps expressed their appreciation, especially for the quality of candidates. They also expressed a definite interest in utilizing our services in the future.

## The Sheraton Hotel

The Sheraton Hotel hosted a job fair at the JOB1 Algiers Center. Fifty-two job seekers participated. Twelve candidates were offered positions and three were hired on the spot. Given the short notice, employers were extremely pleased with the pool of qualified candidates with the right skills and personality. As a result, Sheraton recruiters recently utilized our services at the Tulane Avenue location to recruit workers.

## Mayor Mitchell J. Landrieu, Chief Elected Official Nadiyah Coleman, Executive Director

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